

Schedule of Broadcasts

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"Today's Children"

NATIONAL BROADCASTING COMPANY

Every Morning except Saturday and Sunday

10:30 A. M., E.S.T.

9:30 A. M., C.S.T.

STATIONS

WWNC—Asheville
WBAL—Baltimore
WBZ—Boston
KWCR—Cedar Rapids
WENR—Chicago-at
10:15 A.M.
WCKY—Cincinnati
WGAR—Cleveland
WFAA—Dallas-Fort Worth
WBAP—
KSO—Des Moines
WJR—Detroit
WEBC—Duluth-Superior
KPRC—Houston
WJAX—Jacksonville

WREN—Kansas City
WTMJ—Milwaukee
WJZ—New York
WKY—Oklahoma City
KOIL—Omaha
KDKA—Pittsburgh
WPTF—Raleigh
WRVA—Richmond
KWK—St. Louis
KSTP—St. Paul-Minneapolis
WBZA—Springfield
WSYR—Syracuse
WFLA—Tampa
WSUN—
WMAL—Washington

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"Cooking Close-ups"

COLUMBIA BROADCASTING SYSTEM

Every Monday, Wednesday and Friday

11:00 A. M., E.S.T.

10:00 A. M., C.S.T.

STATIONS

WADC—Akron
WOKO—Albany
WGST—Atlanta
WCAO—Baltimore
WNAC—Boston
WKBW—Buffalo
WBBM—Chicago
WKRC—Cincinnati
WHK—Cleveland
CKLW—Detroit
WDRG—Hartford

WFBM—Indianapolis
WREC—Memphis
WCCO—Minneapolis-St. Paul
WABC—New York
WCAU—Philadelphia
WJAS—Pittsburgh
WEAN—Providence
KMOX—St. Louis
WFBI—Syracuse
WSPD—Toledo
WJSV—Washington

PILLSBURY *presents* TWO NEW RADIO PROGRAMS

SEE INSIDE





"TODAY'S CHILDREN"

The Premier Radio Play of the Year



"COOKING CLOSE-UPS"

Something New in Food Broadcasts

TWO OUTSTANDING RADIO PROGRAMS OF THE YEAR!

One, a Radio Play of Intense Human Interest
... The Other, a Unique Cooking School ...
Both Sponsored by Pillsbury Flour Mills Company

1. "Today's Children" 2. "Cooking Close-ups"

"Today's Children" is a picture of the throbbing, thrilling life of today. It depicts the loves and hates, the joys and heart-breaks of a typical American family, watched over and wisely counseled by Mother Moran—Irish grandmother and guiding spirit in the home. To the problems of today she brings the wisdom of the past. To the troubles of the present she brings the antidote of experience. To all she is a character so real, so lovable, that her influence is irresistible.

This family might be yours. It might be your neighbor's. It might be anyone's. To them come the problems, the perplexities that may even at this time be facing you. Through them you may find a happy answer to some baffling phase of your family life which now seems almost beyond solution.

It is a story that grips you, that holds your interest from day to day with all the intensity of a personal experience. Thousands of mothers and home-makers are listening to it each morning and carrying its message with them throughout their daily tasks. To them it is more than a radio program, more than a play, it is a word of encouragement, a message of good cheer that helps them to meet their own daily difficulties with just a little more courage, a little more philosophy than they might otherwise have.

It is a program that will appeal to you, a story you will like. Listen in every week-day morning except Saturday. It's on the air for you.

Pillsbury's "Cooking Close-ups" program is unique among food service broadcasts. Unlike others, it is broadcast direct from Pillsbury's Model Kitchen. Here amid her pots and pans, her stoves and electric refrigerator, her trained assistants and carefully chosen recipes—Mary Ellis Ames, the noted home economist, chats with the women of America each Monday, Wednesday and Friday morning.

Recipes are actually demonstrated before the microphone. As the ingredients are named and the procedure explained for making some delectable delicacy, you hear the eggs being broken into the bowl—the swish of the little sifter in the Sno Sheen Cake Flour package—the rhythm of beating—the slam of the refrigerator door—the puff of the gas stove being lighted—everything comes to you except the tempting aroma of the finished food.

"Balanced" is the theme of Mary Ellis Ames' story. "Balanced" meals—"balanced" recipes—"balanced" budgets—and "balanced" flour as a background for it all.

No expense has been spared to make this program a real friend to every woman in America. And no friend is ever more dear to the heart of the home-maker than the one who can drop a hint in answer to that vexing question—"What shall we have for dinner?" Mary Ellis Ames in "Cooking Close-ups" not only answers the question for you but tells you exactly how to do it. Listen in next time, you'll enjoy it.

